

# Cider/Perry in Hong Kong, China

June 2022

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## Cider/Perry in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Demand for cider/perry increases in 2021 as impact of COVID-19 weakens

Flavour variety expands due to increasing number of imported brands

Cider/perry increasingly popular with consumers concerned about health and wellness, and sustainability

#### PROSPECTS AND OPPORTUNITIES

Cider/perry growth to remain stable despite surge in virus cases in 2022

Local/unique flavours can attract younger adults

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